

**LISTING OF THE CLAIMS:**

Claims 1-10 (Cancelled)

11. (Currently amended) A system, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting a program or commercial message;

a service center managing number of issuances of coupons for the program or commercial message; and

a receiver for receiving the program or commercial message via a network;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information for use in requesting issuance of a shopping coupon together with ~~[[said]]~~ the program or commercial message;

(2) coupon issuance number receiving means for receiving number of issuances of the shopping coupon from ~~[[a]]~~ the service center ~~managing number of issued coupons for each program or commercial message; and~~

(3) broadcasting/transmitting management means for determining a period, a number of times or a fee, for the broadcasting or transmitting ~~[[said]]~~ of the program or commercial message, on the basis of ~~[[said]]~~ the number of issuances of the shopping coupon; ~~and~~

wherein the service center, which center comprises:

(a) request receiving means for receiving a shopping coupon issuance request including an identifier of the shopping coupon from ~~[[a]]~~ the receiver ~~of the program or commercial message~~ via a network;

(b) coupon transmitting means for transmitting the shopping coupon to the receiver via the network in response to the shopping coupon issuance request;

(c) history storing means for storing a history including ~~[[an]]~~ the identifier of the shopping coupon and information on the program or commercial message based on the shopping coupon issuance request when the coupon transmitting means transmits the shopping coupon to the receiver; and

(d) calculating means for calculating the number of ~~issuance~~ issuances of the shopping coupon for ~~[[each]]~~ the program or commercial message based on ~~the history.~~ history; and

wherein the receiver of the program or commercial message comprises:

(i) information attaching means for attaching information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(ii) coupon requesting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the service center via the network.

12. (Cancelled)

13. (Currently amended) A system, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting a program or commercial message;

a service center managing number of coupons used for the program or commercial message; and

a receiver for receiving the program or commercial message;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information for use in requesting issuance of a shopping coupon together with [[said]] the program or commercial message;

(2) coupon use number receiving means for receiving number of uses of the shopping coupon for each program or commercial message from [[a]] the service center managing number of coupons used for each program or commercial message;

(3) broadcasting/transmitting managing means for determining a period, a number of times or a fee, for broadcasting or transmitting [[said]] the program or commercial message, on the basis of [[said]] the number of uses of the shopping coupon for [[each]] the program or commercial message; and

wherein the service center, which center comprises:

(a) request receiving means for receiving a shopping coupon issuance request including an identifier of the shopping coupon from a receiver via a network;

(b) coupon transmitting means for transmitting the shopping coupon to ~~the broadcasting or transmitting system~~ the receiver via the network in response to the shopping coupon issuance request;

(c) history storing means for storing a history including ~~[[an]]~~ the identifier of the shopping coupon and information on the program or commercial message based on the shopping coupon issuance request when the coupon transmitting means transmits the shopping coupon to the ~~broadcasting or transmitting system~~ receiver;

(d) used coupon receiving means for receiving a used coupon from a store terminal;

(e) history updating means for updating the stored history in accordance with the received used coupon; and

(f) calculating means for calculating the number of uses of the shopping coupon for ~~[[each]]~~ the program or commercial message based on the updated ~~history~~. history; and

wherein the receiver of the program or commercial message comprises:

(i) information attaching means for attaching information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(ii) coupon requesting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the service center unit via the network.

14. (Cancelled)

15. (Currently amended) A system, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting a program or commercial message; and

a receiver for receiving the program or commercial message;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information for use in requesting an issuance of a shopping coupon together with [[said]] the program or commercial message;

(2) request receiving means for receiving a request for issuance of the shopping coupon transmitted on the basis of [[said]] the coupon information from [[a]] the receiver of the program or commercial message via a network, the shopping coupon issuance request including an identifier of the shopping coupon;

(3) coupon transmitting means for transmitting the shopping coupon to the receiver via the network;

(4) history storing means for storing a history including [[an]] the identifier of the shopping coupon and information on the program or commercial message based on the shopping coupon issuance request when the coupon transmitting means transmits the shopping coupon to the receiver;

(5) coupon issuance number analyzing means for calculating the number of issuances of the shopping coupon for [[each]] the program or commercial message based on the history; and

(6) broadcasting/transmitting management means for determining a period, a number of times or a fee, for broadcasting or transmitting [[said]] the

program or commercial message, on the basis of number of issuances of the shopping ~~coupon~~ coupon; and

wherein the receiver of the program or commercial message comprises:

(i) information attaching means for attaching information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(ii) transmitting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the broadcasting or transmitting unit via the network.

16. (Cancelled)

17. (Currently amended) A system, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting a program or commercial message; and

a receiver for receiving the program or commercial message;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information for use in requesting issuance of a shopping coupon together with [[said]] the program or commercial message;

(2) request receiving means for receiving a shopping coupon issuance request including an identifier of the shopping coupon from the receiver of the

program or commercial message via a network, the request having been made using the coupon information;

(3) coupon issuing means for issuing the shopping coupon to the receiver via the network in response to the shopping coupon issuance request;

(4) history storing means for storing a history including an identifier of the shopping coupon and information on the program or commercial message based on the shopping coupon issuance request when the coupon broadcasting/transmitting issuing means transmits issues the shopping coupon to the receiver;

(5) coupon use status receiving means for receiving a coupon use status identifying indicating that [[said]] the shopping coupon [[is]] has been used, from a coupon affiliated store terminal managing the used coupon; coupon;

(6) history updating means for updating the stored history in accordance with the received coupon use status;

(7) coupon use number analyzing means for calculating number of coupons used for [[each]] the program or commercial message based on the updated history; and

(8) broadcasting/transmitting management means for determining a period, a number of times or a fee for broadcasting or transmitting [[said]] the program or commercial message on the basis of number of uses of the shopping coupon for [[each]] the program or commercial message; message; and

wherein the receiver of the program or commercial message comprises:

(i) information attaching means for attaching information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(ii) coupon requesting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the broadcasting or transmitting unit via the network.

18. (Cancelled)

19. (Cancelled)

20. (Previously presented) The system in accordance with claim 11, wherein the coupon information broadcasting/transmitting means broadcasts the coupon information via a data broadcasting line when the program or the commercial message is broadcasted.

21. (Previously presented) The system in accordance with claim 11, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of issuances of the shopping coupon becomes larger.

22. (Cancelled)



23. (Previously presented) The system in accordance with claim 13, wherein the coupon broadcasting/transmitting means broadcasts the shopping coupon via a data broadcasting line when the program or the commercial message is broadcasted.

24. (Previously presented) The system in accordance with claim 13, wherein the broadcasting/transmitting managing means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of uses of the shopping coupon becomes larger.

25. (Previously presented) The system in accordance with claim 15, wherein the coupon information broadcasting/transmitting means broadcasts the coupon information via a data broadcasting line when the program or the commercial message is broadcasted.

26. (Previously presented) The system in accordance with claim 15, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of the issuances of the shopping coupon becomes larger.

27. (Previously presented) The system in accordance with claim 17, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of uses of the shopping coupon becomes larger.

28. (Previously presented) The system in accordance with claim 11, wherein the information on the program or commercial message includes a title of the program or commercial message, date and time when the program or commercial message is broadcasted or transmitted, and a channel via which the program or commercial message is broadcasted or transmitted.

29. (Currently amended) The system in accordance with claim 11, wherein:  
the service center generates the shopping coupon,  
the service center inserts [[a]] the coupon identifier into the coupon information and transmits the coupon information to the broadcasting/transmitting means,  
the broadcast or transmitted coupon information includes the coupon identifier,  
the shopping coupon issuance request includes the coupon identifier, and  
the service center selects the shopping coupon to be sent to the receiver according to the coupon identifier included in the coupon information when the service center receives the shopping coupon issuance request from the receiver.

30. (Previously presented) The system in accordance with claim 13, wherein the information on the program or commercial message includes a title of the program or commercial message, date and time when the program or commercial message is broadcasted or transmitted, and a channel via which the program or commercial message is broadcasted or transmitted.

31. (Currently amended) The system in accordance with claim 13, wherein:

~~the used coupon includes information on an audience at the receiver, date and time when the shopping coupon was obtained at the receiver, and date and time when the coupon was used,~~  
and

the shopping coupon issuance request is attached with audience information, including gender and age zone, and date and time when the shopping coupon is obtained by the receiver,

the used shopping coupon received from the store terminal is attached with date and time when the shopping coupon is used,

the service center calculates the number of issuances of the shopping coupon and the number of uses of the shopping coupon for each coupon obtained for each program or commercial message and for each gender and each age zone based on the information on the program or commercial message, the information on the audience, the ~~coupon-obtained~~ date and time when the coupon was obtained by the receiver, and the ~~coupon-used~~ date and time when the coupon was used.

32. (New) The system in accordance with claim 11, wherein:

the information attaching means of the receiver obtains the information on the program or commercial message by referring to an electronic program guide to attach the obtained information to the shopping coupon issuance request.

33. (New) The system in accordance with claim 13, wherein:

the information attaching means of the receiver obtains the information on the program or commercial message by referring to an electronic program guide to attach the obtained information to the shopping coupon issuance request.